

Marking Criteria for Business Research Project	Preliminary Business Studies.	Marks
<ul style="list-style-type: none"><li>❑ Presents a <b>sustained</b> piece of report writing within the word limit, <b>structured correctly</b> with appropriate headings and <b>sequenced in a logical order</b>.</li><li>❑ Makes appropriate, <b>excellent (substantial)</b> use of <b><i>both</i></b> primary and secondary sources of information throughout the report.</li><li>❑ Makes substantial and <b>excellent use of key business terminology</b> throughout the report and uses that terminology correctly and appropriately.</li><li>❑ Provides <b>an excellent mission statement</b> in an appropriate form and <b>explains a number of business goals</b> that give clear direction for the future of the business that are consistent with the mission statement.</li><li>❑ <b>Fully classifies the business</b> explaining clearly the size, legal structure, sector and prime function of the business and provides information to justify that business classification.</li><li>❑ <b>Evaluates the location of the business</b> explaining fully the <b>advantages and disadvantages of the current location</b> (including a <b>map</b> that is keyed and labeled)</li><li>❑ Identifies the <b>current life cycle stage</b> of the business, <b>explaining many excellent reasons for that stage</b>.</li><li>❑ Identifies and <b>fully explains the key environmental influences (both internal and external) as well as critical success factors</b>, and explains fully how the business is responding to those influences.</li><li>❑ Provides <b>a detailed outline of the key business functions and other aspects of the business</b> viz. marketing, employee relations, accounting and finance and operations and relates them to the stated business goals.</li><li>❑ Has a <b>well organized and comprehensive appendix</b> listing all secondary source material as well as primary (name of person interviewed, and questions asked) and uses that information extensively throughout the task with suitable referencing.</li></ul>	<div>17-20</div> <div>A</div>	
<ul style="list-style-type: none"><li>❑ Writes a good report, with structure and logically sequenced.</li><li>❑ Very good use of both primary and secondary sources of information.</li><li>❑ Makes good use of business terminology in appropriate ways.</li><li>❑ Provides a mission statement and explains a few relevant goals.</li><li>❑ States a business classification correctly but may not fully explain the classification.</li><li>❑ Has a map to locate the business and provides a good explanation of the advantages and disadvantages of this location.</li><li>❑ Correctly identifies a business life cycle stage and gives good reasons for identifying that stage.</li><li>❑ Identifies and explains some critical success factors as well as internal and external influences and explains those influences and/or how the business is responding to those influences.</li><li>❑ Outlines a good summary of the key business functions and other aspects of the business but one function may be ignored or given little attention. Relates the goals to the key business functions.</li><li>❑ Has a good ordered appendix and makes good use of those resources throughout the task and has adequate referencing throughout.</li></ul>	<div>13-16</div> <div>B</div>	
<ul style="list-style-type: none"><li>❑ Writes a good report but there are some problems with the structure in the report and logical sequencing of the content.</li><li>❑ Uses both primary and secondary sources of information but demonstrates makes average use of those sources throughout the task and/or relies too much on one of those sources of information when writing the report.</li><li>❑ Average use of appropriate business terminology throughout the task.</li><li>❑ Has a mission statement but does not analyse the statement. States a few goals for the business.</li><li>❑ An average attempt to classify the business. May make an identifiable error.</li><li>❑ Has a location map but an average attempt to explain the advantages and disadvantages of the location of the business.</li><li>❑ Identifies the life cycle but provides some reason(s) for that stage of the life cycle.</li></ul>	<div>9-12</div> <div>C</div>	